Program Information
Tuesday, May 14, 2013

Orange County CSI Chapter
May Meeting

Program: Understanding Natural Stone for Use in Construction

Speaker: Vincent Marazita
President of Marazita & Associates

We have a very entertaining speaker this month! Vincent Marazita is the President of Marazita & Associates, an international consulting firm specializing in market research and the organization of educational seminars on the natural stone industry. Vince specializes in international sourcing and selection of natural stone materials for architectural applications and his consulting company is a primary statistical source for Natural Stone Industry research in the USA.

Vincent Marazita is a member of CSI and the Marble Institute of America. Mr. Marazita is also a past board member National Advisory Council for Continuing Education of the American Institute of Architects and has served on the jury for AIA’s Continuing Education Awards. Mr. Marazita is a current member of the CES Quality Control Committee of the AIA. After graduating from Harvard in 1981, Mr. Marazita lived in Italy for 6 years, teaching in the Architectural Department at the University of Genoa in Northern Italy. He came back to the USA as a consultant for the Italian Government (ICE – Istituto per il Commercio Estero) and has worked in the international dimensional stone industry since 1986.

Time:
5:45 - 6:45 PM Social/Tabletop Exhibits/No Host Bar
6:45 - 7:30 PM Dinner
7:30 - 8:30 PM Program

Location:
Phoenix Club
1340 S. Sanderson Avenue
Anaheim, California

Directions:
Orange County Thomas Guide 769-EU and 799-E1,
57 Freeway to Ball Road exit, east to Phoenix Club Drive,
south to Sanderson Avenue, right to entrance

Parking:
Plenty of free parking

Dinner Cost:
$30.00 for OCCCSI members and nonmembers with reservations.
$40.00 at the door.
(No-show reservations will be billed)

Tabletops:
Product representatives are invited to display at this meeting.
The cost for a tabletop is $80.00.
Contact Pete Thomsen at (800) 600-6634 for information.

Reservations required by May 10, 2013. Call the OCCCSI hotline at 714-434-9909.
The Orange Peal is published bi-monthly by the Orange County Chapter of the Construction Specifications Institute and is mailed to all Chapter members and other selected CSI members nationwide. Inclusion of articles, announcements, business cards, advertisements and similar information does not necessarily imply endorsement thereof by CSI, OCCCSCI or the Newsletter staff.

Co-Editor ................................................................................. Gary Kehrier, CSI, CDT
Co-Editor ................................................................................. Annette Wren, FCSI, CD T

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SAVE THE DATE

SEPTEMBER 10, 2013
CONSTRUCTION PRODUCTS & SERVICES EXPO
MARCONI AUTOMOTIVE MUSEUM & FOUNDATION FOR KIDS
1302 INDUSTRIAL DRIVE
TUSTIN, CALIFORNIA
"Our Bringing People into CSI"

My first introduction to CSI was offered to me one week into the start of my Sales Career as a sales trainee. The National Convention was held in my home town, Minneapolis.

I had no clue what was going on around me as my company was presenting their products to Architects and Specification Writers. I was overwhelmed with the very warm reception I received from these design professionals. It occurred to me this was an outstanding outreach effort by the local professionals. It was a terrific introduction to a new group of clients.

I will now wind the clock forward by at least 30 years.

Now, it is a really positive experience for me to introduce new associates into CSI. I have told several people that when you join CSI, you get a good reception. Furthermore, when you take a more active role, design professionals give you an open door to get your products into their master specifications.

I encourage all to get to know more about CSI. Some examples are periodic Webinars that are on line training. Also, the Leadership Training will give you a greater understanding on how you can grow in your role to advance your career.

I encourage all to take advantage of all Educational opportunities. Your move up can be through your working to obtain a Certification. This will take you way down the road to advance your career with Design Professionals.

Before I step away from my President’s Role, I would like to thank all of my Board of Directors for their support. Also I would like to thank many other key support people for your special efforts in support of all chapter activities.

Now, we should all give a strong level of support to the new incoming President David Brown, CSI, CCS as he is installed on June 4, 2013. We should all pledge our support to Dave as he begins his new term as President of the Orange County Chapter of CSI. And, let’s all pledge our support to all programs to help our Chapter Grow.

Wishing you all many great opportunities in your Business & Personal life.

I wish you much success now and always.

Yours truly,

Mike Baker, Chapter President, OC CSI
If you shop at a “Big Box Store”, you are able to purchase items for a reasonable if not cheap price. Most items the average household needs are available in one or two brands. Choice of brands is somewhat limited, and unique brands are not available. These stores continue to outsell the stores with unique merchandise. Sadly, unique stores sometimes go out of business. That leaves consumers with choices that are cheap, common and limited. It sounds like what consumers in the construction industry have done. You reap what you sow.

During my years in the specifications game, one of my competitors was a “big box store” manufacturer. There were some design professionals that swore by that type of waterproofing choice on most of their projects. It took little effort to specify that product again and again. It was a simple product. That product came in the “one size fits all” category. In addition, the contractor made few preparations and slopped it on. Done!

In terms of service to the design professionals, the “big box” store architectural/sales representatives were not readily available. If the design professional called one and said that there was an order for a truckload of their “one size fits all” product, that guy would be in their office in a heartbeat! My experience was that the design professionals who specified the “big box” product relied on the other manufacturers for design and technical information when they needed it. What is wrong with this picture?

These are also the same design professionals that demanded multitudes of special samples and products from the unique manufacturers of similar waterproofing products to the “big box” manufacturer. The “big box” did not offer choices, so the unique product manufacturers got the business. The problem was that by percentage, the “big box” manufacturer got the lion’s share of the projects. The problem IS that over the years, product choices have become less unique. Over time, design professionals will not be able to fulfill their role in “design” with only “big box” manufacturers in the marketplace.

The good news is that the unique product manufacturers have sales representatives that offer true service to design professionals. Design professionals know that they can depend on these individuals to assist them with their planning and specifications. They have developed relationships with each other based on trust. They attend CSI meetings together. They support CSI events and participate in the CSI programs. The “big box” manufacturers spend a great deal of money getting their logo and brand in promotional activities (not necessarily CSI). They do not have their representatives participate in person unless there is a major trade show. The bad news is that design professionals continue to specify their “big box” product in truckloads.

Design Professionals: Beware of the “big box store” syndrome! Be careful what you ask for. If you continue to ask for “one size fits all”, that is all you will be left with.

© 2013 Annette Wren, FCSI

Annette Wren is a Business Management Consultant assisting privately held companies.
The profession of architecture has changed significantly, but the perception of what an architect does has remained much the same. So what’s the big deal? As is often said, perception is reality, and therein lies the problem. What architects do now no longer agrees with what the public, and even architects themselves think they do.

Most people don’t really understand what today’s architects do. They think architects know about planning and design, and how to create buildings that are responsive to owners’ needs. In that, they are correct; architects by training learn how to do these things, and they do them well. Unfortunately, most people also believe the architect is still the Master Builder, who knows everything about construction materials and methods, actively manages the work, and tells the contractor exactly what to do.

One of AIA’s first goals was to elevate and protect the profession of architecture. They eventually succeeded; today, the practice of architecture, and the word itself, are protected throughout the United States. This protection is based on the idea that only an architect knows about all aspects of construction. While that was true at one time, today’s architects, who may be master planners and master designers, don’t know much about construction materials or methods. And there is nothing wrong with that - we need master planners and designers.

It is clear, however, that the countless products and the special knowledge they require make it impossible for a design firm to understand the construction part of architecture. Architecture schools do not teach much about building materials, structure, or systems, and they largely ignore construction methods, scheduling, and costs. Many have decried this lack of attention to the nuts-and-bolts part of architecture, but perhaps it now is simply impossible to teach all the things an architect would need to know to perform in the same way they did a hundred years ago, even with the intern development program.

Contractors, on the other hand, do know about construction, and that’s what they’re paid to know. Once merely workers hired to follow the direction of architects, contractors no longer rely on the architect to explain what has to be done. Instead, they now are expected to interpret the architect’s documents and to determine for themselves what must be done to construct the building. They may know little about planning or design, but once construction begins, their practical experience, as opposed to the theoretical experience of the architect, becomes more valuable to the owner, and they are seen by owners as more realistic, more knowledgeable, even more important than the architect.

Architects often complain about contractors making them look bad by telling the owner they can do the same thing for less money, or worse, that the architect is an idiot. Architects find it hard to respond, because they don’t know what things cost, and they can’t defend their design decisions with hard numbers. It’s a lot easier for the owner to understand saving time or money than to understand why it’s important to resolve the tension between the earth elements and the sky elements.

The evidence suggests the role of the architect will continue to decline. Architects can have a strong role in design-bid-build, but contractors are becoming more important even there. Design-build entities, the modern equivalent of the master builder, typically are led by contractors, rather than architects, which seems to demonstrate the lesser value of Big D design. Not that design-build necessarily means bad design; no project delivery method guarantees either good design or good construction.

Many architects claim they should be the leaders of the IDP (integrated design process) team, but given the direction they’re heading,
We are proud to present our exhibitors from our Construction Products & Services Expo 2012. This column will report on groups of them in each issue right up to the next show. Learn more about them right here!

**DPEnterprises** was formed in 2010 to provide School Districts personal service with their facilities planning. David Brown, President of DPE, offers clients up-to-date knowledge of all aspects of State, Local and Federal requirements for construction, cost estimating, specifications, administration and is a Certified Construction Specifier. Dave is very familiar with the processing of plans through the Division of the State Architect. Another service that DPE provides is certification/close-out of school district projects with the Division of the State Architect. Contact: DPEnterprises, Inc; David C. Brown, President; 10081 Sunrise Lane; North Tustin, CA 92705; phone 714-329-8498.

**CENTRIA** is based in Moon Township, PA and formed 15 years ago, when the then well known and well respected H H Robertson, E G Smith and Steelite merged. As a combined company, CENTRIA has well over 106 years worth of experience in the system design, engineering, and manufacturing of high quality and high performance exterior grade insulated and non-insulated metal wall and roof panel systems. The varied product line include: Formawall Dimension Series, Formavue Window Systems, Versawall/Versapanel insulated metal panels, Formabond and Formabond II aluminum composite panel systems; along with Profile Series Wall Panels and SRS Roof Panel non-insulated metal panel systems, and a wide selection of metal panel colors and accessories. CENTRIA’s newest innovations to the construction industry include MetalWrap, Integrated Metal Vertical Joint, Formawall PE vertical seal plate, and enhanced color technologies. CENTRIA has a long history and involvement in the sustainability movement, and offers many benefits to its customers through sustainable practices and environmental stewardship. Our mission is to meet the sustainability needs of our customers by putting innovative ideas into action. Contact: Gary M. Kehrier, CSI, CDT; Southern California District Sales Manager at 949.589.0997.

**SDC Architectural Solutions, Inc.:** We are manufacturer’s representatives with exterior and interior lines that include stainless/glass/wood railing systems, ACM, HPL phenolic rainscreen, air or vapor resistant barriers, perforated metal, B/R glass and Architectural Titanium and Stainless. We call on the Designer, Panel installer, Architectural Fabricator and Contractor. We have a team of experts that will fit our products to suit your needs. Contact: Scott Ciley, CSI, Vice President, 221 N. Harbor Blvd., Suite M, Fullerton, Ca. 92832; Office 714-680-6063; Fax 714-680-0850; Cell 760-822-4801; Scott@sdcarchrep.com.

**Intermatic** and Grasslin products cover the need for energy controls in the electrical, HVAC R and pool and spa markets. Our products are designed to solve field application issues, while offering savings and convenience to the installer, and ultimately, the end user. Our product range includes a wide variety of Energy Management Solutions and Timed Based Controls for hundreds of applications, as well as, Sensors and Photo Controls, Surge Protective Devices, Weatherproof, Professional Lighting, and Pool and Spa Controls. Contact: Chris Boucher, phone: 714-863-6031.

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(continued on page 14)
Event: Construction Products & Services Exposition 2013
Marconi Automotive Museum & Foundation for Kids
1302 Industrial Drive
Tustin, California

SEPTEMBER 10, 2013

Sponsor: Orange County Chapter Construction Specifications Institute

Invitation:
• You are invited to participate as an exhibitor.
• Architectural seminars with AIA/CES credit prior to exhibits.
• Display your products for local design professionals, owners, contractors, facilities managers and others.
• Exhibit hours are 4:30 p.m. to 7:30 p.m.
• Gourmet hors d’oeuvres passed during exhibit hours.

Reservation: Please make your check payable to the Orange County CSI Chapter. Upon our receipt of your check, you will then receive set-up details and location confirmation. No verbal, fax or credit card reservations will be accepted. For questions, please call Bryan Stanley (714) 221-5520 or Gary Kehrier (949) 589-0997

Price of Exhibits: BEFORE, July 1, 2013 (Postmarked)
Tabletops (6’ x 2-1/2’ table).............................................$600.00 each
Mini-Booths (8’ x 2-1/2’ table).............................................$700.00 each
Booths (approx. 10’ x 8’).............................................$900.00 each

AFTER, July 1, 2013
Tabletops (6’ x 2-1/2’ table).............................................$700.00 each
Mini-Booths (8’ x 2-1/2’ table).............................................$800.00 each
Booths (approx. 10’ x 8’).............................................$1,000.00 each

Mail to: Orange County CSI Chapter
Post Office Box 8899
Anaheim, CA 92812

RETURN THIS PORTION WITH YOUR CHECK

Event: Construction Products & Services Exposition 2013
September 10, 2013 - Marconi Automotive Museum & Foundation for Kids

Amount Paid: .................................................................$______________________________

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City, State, Zip: ______________________________________________________________________

Phone Number: _______________________________________________________________________

Fax Number: _________________________________________________________________________

E-mail Address: ______________________________________________________________________
The Orange County Chapter of the Construction Specifications Institute

Announces

Our Annual Installation & Awards Banquet

At

Orange Hill Restaurant
6410 East Chapman Avenue
Orange, California 92869

On June 4, 2013

You are cordially invited to attend our Installation & Awards Banquet. The Orange Hill Restaurant offers a fine dining experience while enjoying a mesmerizing view of Orange County. Like a hilltop hideaway, the restaurant sits on top of the hills of Orange with a view from Orange County to Catalina. The large property welcomes you with cascading waterfalls, koi ponds and a large English style fireplace.

Dinner Choices are as follows:
- Roasted Prime Rib of Beef
- Fresh Atlantic Salmon
- Chicken Jerez

Time:
- 6:00 - 7:00 PM Social
- 7:00 - 8:00 PM Dinner
- 8:00 - 9:00 PM Installation & Awards

Parking:
- Plenty of Free Parking or Valet with charge.

Dinner Cost: $60.00

Mail your check with your entrée choice to:
OCCCSI
Post Office Box 8899
Anaheim, CA 92812

Reservations by mail required by May 28, 2013.
West by Northwest Bi-Region Conference

The Construction Specifications Institute West and Northwest Regions are joining forces to host a Bi-Region Conference June 13-15 in Spokane, Washington. The theme “Gateways” was chosen as being significant to the challenges and transitions that we face as our industry emerges from an unstable economy. Please explore the website, http://spokane.csinet.org, and see what we have in store. Below is a look at the historic Fox Theater written by Kathryn Fuller, Associate AIA, CSI.

Spokane’s Fox Theater, as with many local historic buildings, has a colorful and harrowing past.

On September 3, 1931 the Art Deco style Fox Theater held its grand opening. Built by Fox West Coast Theaters at a price of $1,000,000, the theater was the largest in Spokane, at 2300 seats. The architect, Robert Reamer, had previously gained fame for his design of Yellowstone National Park’s Old Faithful Inn. Constructed of concrete, the building had a flat roof and employed little use of ornamentation. The theater spoke to a time when people desired sleek modernity and simplicity. On the interior, Anthony Heinsbergen created the exquisite murals. Rising upward from the lobby level, one moves from an underwater world of sea foliage; to a vibrant landscape complete with castles, rivers, and trees. Culminating the journey, a 60-foot wide sunburst on the auditorium ceiling casts light across a star-lit forest canopy.

The Fox was constructed during the transition between vaudeville and silent movies and the "talkies." Because of this, the theater was equipped with a full-height stage house, orchestra pit, and dressing rooms to accommodate a range of movies and live performances. It featured the most advanced movie technology of the day, and was one of the first air-conditioned buildings in Spokane. In fact, to showcase the over-sized air-conditioning equipment to passersby, picture windows were installed overlooking the mechanical room.

Performances at the Fox included those by Katharine Hepburn, Marian Anderson, Frank Sinatra, and Spokane’s own Bing Crosby. Classical musicians such as Paderewski, Vladimir Horowitz and opera singer Lily Pons also graced its stage. From 1968 to 1974, The Fox was Spokane Symphony’s principal venue.

Sadly, by the 1970s, suburban movie theaters were drawing audiences away from the Fox, located downtown. In 1975, the theater became a triplex when the balcony was divided into two small theaters. For the next twenty-five years, the Fox continued its decline, showing only budget and second-run movies. By 2000, after being continuously open for nearly 70 years, the theater was slated for demolition to make way for a parking lot.

The Spokane Symphony raised $1.3 million dollars to try to save the Fox from demolition. Miss Myrtle Woldson, the daughter of Martin Woldson; one of the country’s most successful railroad contractors, gifted $3 million to help rescue and restore the theater. Post 9/11 made it difficult to raise the additional funds needed, but Myrtle was a strong supporter of the public/private partnership that emerged to complete the capital campaign. Finally, the $31 million restoration was undertaken.

In November 2007, the Martin Woldson Theater at The Fox opened its doors. This art deco treasure is again home of the Spokane Symphony and an incredible venue for all of the performing arts. The Theater celebrated its grand reopening with performances by Frederica von Stade, the Spokane Symphony, Tony Bennett, Thomas Hampson and many more. Spokane’s Fox Theater is listed on the National Register of Historic Places, the Spokane Register, and the Washington Heritage Register.
OCCCSI Golf Tournament
Photos by Lisa Chocsek Fyke
New & Renewing OCCCASI Members

Thank you to the following Orange County Chapter CSI members who have chosen to join our chapter or renew their membership (results through February 2013):

- Block, Hal
- Butterfield, Rod
- Coats, Darin
- Davis, Julie
- Di Gangi, Charles
- Ducharme, Darryl
- Franklin, Kevin
- Goldstein, Paul
- Kang, Ju
- Lubsen, Brett
- Matteo, Richard
- Moreno, Richard
- Murow, Steven
- Olson, Dane
- Pozo, Jerry
- Reed, Lonnie
- Robison, Jamie
- Rudrud, Eric
- Stone, Brian
- Sunseri, Larry
- Ulrich, Linda
- Welsh, Timothy
- Zanrosso, Dennis

Reflections on My First Term as a CSI Chapter Board Member

Nathan Woods, CSI, CCCS, LEED AP

Two short years ago, I was asked by Steve Olitsky if I would be willing to serve on OCCCASI’s Board of Directors, to bring in a fresh face and an Architectural perspective. Feeling emboldened by this opportunity, I responded by saying, “Ummm…?” and after a bit of wrangling, I agreed to attend a meeting to see what it was all about. So with a bit of trepidation I headed over to the Thompson Design Center one Tuesday evening and looked through the glass into the conference room where I spotted many long time acquaintances from CSI sitting around a table, eating and laughing and enjoying themselves. Well, I said to myself, that doesn’t look so bad…. and then I was spotted! I was promptly and warmly greeted by Steve, who beckoned me into the room and then introduced me to the group as the newest member of the Board!

Now you might be wondering why should you bother reading about my experiences on the Board? Well, it is my hope that I can pull back the curtains a bit, and show you the inner workings of the Orange County chapter, so that someday, should someone approach you and say, “Hi there, have you ever thought about joining our Board?” You will leap to your feet and say Sure! Much like I didn’t.
The rapid evolution of building structures that began in the 1870s with the introduction of structural steel and reinforced concrete framing is the subject of Historical Building Construction, Design, Materials & Technology, by Donald Friedman. The transition from masonry and heavy timber framed buildings, “traditional” construction, to buildings using modern framing materials is presented from a structural engineer’s point of view. But don’t let this frighten you. All of the structural formulas are included in a 73 page appendix. The focus of the book is on the materials, their development, and how they were used in the very early phases of modern architecture.

The book includes chapters on traditional construction, cast iron facades, the evolution of curtain wall systems, in addition to chapters on structural steel and reinforced concrete cast-in-place structures. There are also interesting sections on the origins of “fireproof” construction and the early years of building codes.

Probably the most unique sections in the book deal with the increasing use of formal structural analysis for the design of building framing; columns, beams, floors and roofs. Structural analysis became necessary as building heights increased and traditional methods of analysis, (by rule of thumb in many instances), no longer applied. Analysis was also important to take maximum advantage of the evolving steel and concrete materials. Perhaps it’s not well known today, but historically construction evolved based mostly on trial and error, without the benefit of structural calculations. As a result, there were many lessons learned from the failures that resulted as new materials and framing systems were developed in the 19th Century. Modern structural analysis as we know it today began in the 1870s. With the new methods of structural analysis came the need for standard and predictable material qualities. This was the origin for the ASTM, AISC, and ACI, standards organizations that were established to provide reliable, industry wide materials specifications.

Of particular interest to architects is the chapter on the evolution of exterior cladding from masonry bearing walls to curtain wall facades. A curtain wall is defined as any exterior building skin that is supported from the floors or spandrel beams, rather than carrying load itself. Curtain walls were first used in the 1890s and, initially, building codes required them to be designed as if they were bearing walls. This meant they had to increase in thickness toward the lower floors of a building that, on tall buildings needlessly consumed valuable floor space. Despite the use of engineering analysis showing the illogic of this code requirement, it took about ten years for the building code requirements to catch up with engineering practice.

Early brick or terra cotta curtain walls suffered from serious problems stemming from the, “learn by your mistakes” approach to construction. It wasn’t initially recognized that there was a need for expansion joints and crack control design in exterior walls made up of masonry supported by structural steel framing. In many instances the lack of expansion joints resulted in cracks in the curtain walls that allowed water to enter the walls and attack the steel structure. This resulted in many buildings with severely deteriorated exterior facades due to rusting steel members which in turn caused the exterior masonry to become loose, or spalled, and in some cases to actually fall from the building. Any of you who have visited cities like Chicago have seen scaffolding on buildings from this era where exterior facade restoration is in process to repair damage from this type of deterioration.

The book was written by a structural engineer and was intended for architects and engineers working on renovation projects in buildings constructed in the late 19th or early 20th centuries. The author makes good use of photographs and many detail drawings to illustrate the construction described in the narrative. In addition to its practical application the book is an interesting and useful history of many topics not usually treated in architectural or structural history books. It’s also an excellent complement to the following books: “The Fireproof Building” (BuchNotes #6); “Structural Analysis of Historic Buildings”, (BuchNotes #7); and “Earthquake and Seismic Design”. (BuchNotes #36). Historical Building Construction, 2nd Edition, was published in 2010 by W.W. Norton & Co. It has 319 pages including extensive appendices.

Ed Buch, CSI, CCS, AIA
Los Angeles, CA

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**OC NEWS FLASH**

(continue from page 12)

The people on the Board during my tenure are universally awesome, and wildly different from each other. What they share in common is a desire for a vibrant community of construction professionals, a strong dedication to the organization, and willingness to contribute their time and energy to the task of making sure there are events and activities that bring us all together. Of course, you’d expect that wouldn’t you! So what’s the real truth? What motivates these people? Why are the same people on the Board year after year after year? Are they power hungry and domineering? No! Honestly, what kind of “power” can someone on the CSI Board actually exercise? I have heard these mutterings in various settings, and I can assure you, its complete bunk. There is no power trip, if anything, there is a power vacuum!

Now, if you were to ask me, are these long time Board members set in their ways, resistant to change, and slow to embrace new ideas? You betcha! But that’s not their fault, it’s ours. In addition to serving the chapter for a long time, with less help and fewer fresh ideas than they’d like from other members to energize and excite them, they feel a deep sense of responsibility to maintaining the chapter. They’re wary of risking what the chapter already has due to their fiduciary responsibility to you.

We can help. All we have to do is volunteer. We can look at ourselves and say, “Well, if I step up and serve on the Board, it can’t be the same old people can it?” Fresh ideas and energy can go a long way toward making change possible. Design professionals help shape the built environment; we can do the same within the CSI too!

Sure, I know what you are thinking, “What is the time commitment?” It’s a great question and was a big concern of mine coming into it. I feel a bit foolish now, because the reality is the time commitment is almost nil. One Tuesday evening a month, the Board meets, shares a meal, and discusses recent events, upcoming events, membership levels, participation levels, budgetary items, and then pending awards and ceremonies. It’s over in 90 minutes typically, and you go home with a full belly. Did I mention the food? CSI doesn’t do anything without food!

What was my role, what were my goals, and what did I accomplish? Okay, so maybe you didn’t ask that, but you should! Because someday, if you want to get involved and make a difference, you’ll need to think about your own goals and how to accomplish them.

Being a Design Professional, I joined the Board as a Professional Director. I was directly tasked with helping the Chapter understand the “architectural community’s needs.” I think that this role was very valuable and of great use to the Board and its members. It was really eye opening sometimes, learning about the frustrations our fraternity of product reps experience in working with architects. The input I was able to provide in that small forum really made a significant difference in some of the events and activities you all have experienced in the past few years. I am very pleased with that. However....

(continue to the July/August issue)
that's a tough sell. More than a hundred years ago, architects decided an arts education was more important than hands-on experience, and they have little interest in how things go together or what they cost. For the past fifty years, they have been trying to minimize their responsibility for construction. With that history, how can they justify again assuming control of the entire project?

If architects are not going to reverse those trends, they must find ways to clarify what they do, and shift liability to those who are taking on more of what architect's once did. They should start by admitting they are not master builders, and should not be considered as such. Instead, they should emphasize the value of good planning and design, and be able to prove to owners that the long term value of good design is more important than first cost.

Despite AIA’s efforts to reduce the architect’s liability through changes in the general conditions, architects continue to be found liable for things that clearly are excluded from their responsibilities. I believe the main reason is that the public still thinks architects are in control of the entire project. Actively changing the public’s perception could help juries understand what architects really control, and result in decisions that more closely reflect the commensurate responsibilities.

Design-build continues to grow, and unless architects are willing to take the lead, many will find themselves working for a contractor. Contractors will continue to see cost and schedule as their main concerns, but many also are sensitive to visual design, and are willing to work with architects who offer superior design and planning services. To maintain their position in design-bid-build, architects should establish relationships with those contractors to better serve owners who still favor design-bid-build.

The bottom line is this: Those who are willing to accept greater risk will see greater rewards, and they will be the leaders.

Links to previous articles in this series:

“What is a Master Builder?”  http://bit.ly/SowvFx
“What have architects given up?”  http://bit.ly/J4NziA
“How have the architect’s responsibilities changed?”  http://bit.ly/P14ofE

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**CPSE 2011 EXHIBITORS**

(continued from page 6)

to "LEED" certification. Warranty Programs. We offer several installation systems warranties that guarantee your installation will be free from defects for up to a lifetime, provided our products are used as a complete installation system. We will also customize warranties to your specifications. Contact: John Diaz, CTC, CSI, Architectural Consultant, 714.769.7004, jdiaz@cbpmail.net, www.custombuildingproducts.com.

**LG Hausys America, Inc.** manufactures HI-MACS Acrylic Solid Surfaces and Viatera Quartz surface products and is the only manufacturer to produce both products in the United States. As part of the global LG Corporation network, we are committed to environmental management with Zero Emission/ Eco Friendly manufacturing processes (ISO 14001) and innovations with environmentally friendly materials. All products are GreenGuard and NSF-52 certified (food service & preparation) and our HI-MACS Eden series has up to 43% recycled content for projects requiring LEED
CPSE 2011 EXHIBITORS
(continued from page 14)

corporation. Interior & exterior applications - please contact us: Bill Harris, CSI - Specifications Manager - Southwest; lghausys.com; Direct: wharris@ (310) 351-6171 Personal Cell (310) 748-3817; Fax (310) 734-1751; www.lgsurfaces.com.

Ingersoll Rand Security Technologies: Ingersoll Rand Security Technologies is the representative team for the Ingersoll Rand door hardware products: Schlage, Von Duprin, LCN, Ives, Steelcraft and others. We offer a no-fee complete and consultant package of Door Hardware, Steel Door and Frame specifications along with coordinating to security systems. Our specifications are non-proprietary as we provide them to fit the requirements of the architect and end-user. Ingersoll Rand products are recognized throughout the world as the leaders of the door hardware industry. Contact: Kevin Lundberg, email: Kevin_Lundberg@irco.com.

ASSA ABLOY Door Security Solutions of Southern California: The Total Aesthetic Opening - Doors may be the most intimate points of contact we have with a building. They should look great, swing or slide, defeat the heat, block the cold, be green, keep the peace, make us safe. All of these objectives can be accomplished with the Total Aesthetic Opening: beautiful doors, frames and hardware from ASSA ABLOY Group brands. The design possibilities are limitless with decorative doors from GRAHAM, MAIMAN and ADAMS RITE, and hardware from CORBIN RUSSWIN, McGINNEY, ROCKWOOD and SARGENT. For more information, visit www.thegooddesignstudio.com. Contact: Bill Swinney, AHC, CSI, CDT, Door Opening Consultant, Phone: 714.695.9851, Mobile: 714.878.7733, Email: bswinney@assaabloydss.com.

Tnemec High Performance Coatings: Since 1921 Tnemec has been manufacturing high performance coatings for all types of architectural and industrial projects. Architects, Engineers, designers and owners have long appreciated the value of an aesthetically pleasing place of business. Whatever the substrate, surface or exposure conditions Tnemec offers the perfectly matched coating solution that consistently delivers optimum performance, longer lasting beauty and a maximum return on investment. Don’t let anyone tell you that all coatings are the same. Tnemec coatings stand the test of time and we can prove it. Contact: Tony Hobbs, Telephone: 310-804-2326 ext. 23; E-mail: thobbs@tnemec.com; www.tnemec.com.

Sherwin Williams/General Polymers: For over 140 years, architects and specifiers have relied on Sherwin-Williams to provide high quality paints, coatings and technical support that they can trust. Technologies include low and zero VOC architectural coatings, high performance epoxy and urethane coatings, SW/General Polymers Epoxy Terrazzo, resinous floor systems and concrete stains, concrete waterproofing systems, caulks and sealants, and roofing products. Your Orange County contacts are: For paints and coatings, Rocky Berlanga - 657 269-0922, rockymberlanga@sherwin.com. For General Polymers Terrazzo and resinous floor systems, Bonnie Harper - 949 933-6088, bonnie.harper@sherwin.com. For SW/Uniflex roofing products, Jeff Hung - 440 666-8440, jeff.hung@sherwin.com.
**MEETING SCHEDULE AND INFORMATION**

Make reservations by the Friday preceding the meeting. Call the Chapter Hotline at (714) 434-9909

**UPCOMING MEETINGS:**

| May 14 | OCCCSI Board Meeting (4:30 p.m.) | Phoenix Club  
|        |                               | 1340 S. Sanderson Avenue  
|        |                               | Anaheim, California |
| May 14 | OCCCSI Meeting (6:00 p.m.) | Phoenix Club – Lorelei Room  
|        |                               | 1340 S. Sanderson Avenue  
|        |                               | Orange, California |
| June 1 | Newsletter Deadline |
| June 4 | Installation & Awards Dinner (6:00 p.m.) | Orange Hill Restaurant  
|        |                               | 6410 East Chapman Avenue  
|        |                               | Orange, California 92869 |
| June 11 | OCCCSI Board Meeting (5:30 p.m.) | Thompson’s Design Center  
|         |                                | 1716 Case Road  
|         |                                | Orange, California |